

AMENDMENTS TO THE CLAIMS

1. (Currently Amended) An advertising carrier comprising: consisting of

at least one structural element having (1), with a gas-tight, elongated hollow element adapted to be filled (2) that can be loaded with pressure gas and including consists of a flexible material;

wherein the at least one structural element further comprises additionally with at least two pressure/tension elements; (15),

wherein the at least two pressure/tension elements (15) are connected positively to each other at their ends; and

wherein the at least two pressure/tension elements are operable to (5) that can be pressure loaded;

wherein the at least two pressure/tension elements rest on the gas-tight elongated hollow element (2) along its generating line, and are connected to the gas-tight elongated hollow element; and positively connected to it,

Characterised in that the wherein a peripheral surface of the gas-tight elongated hollow element is operable at least one of hollow elements (2) is designed as a surface (10) that can be used as an advertising or projection surface.

2. (Currently Amended) The advertising carrier according to claim 1, wherein characterised in that at least one of the at least two three pressure/tension elements are adapted to absorb (15) only absorbs tensile forces; and is therefore designed as a pure tension element (4).

3. (Currently Amended) The advertising carrier according to claim 2, wherein the characterised in that at least one pair of tension elements (4) are wound around the gas-tight elongated hollow

element ~~in an (2)~~ in the opposite direction of screwing in at least half a revolution or a multiple.

4. (Currently Amended) The advertising carrier according to claim 1, wherein one of claims 1 to 3, characterised in that the at least one structural element (1) clamps at least one flexible membrane to at least one flat surface, wherein the at least one flexible membrane is operable (10) ~~that can be used~~ as an additional advertising or projection surface.

5. (Currently Amended) The advertising carrier according to claim 1, wherein one of claims 1 to 4, characterised in that the at least two pressure-loadable pressure/tension elements are adapted to (15) rest on the gas-tight elongated hollow element (2) ~~along one of its generating lies~~, and are positively connected to the gas-tight elongated hollow element (2).

6. (Currently Amended) The advertising carrier according to claim 1, wherein a one of claims 1 to 5, characterised in that the supporting structure is covered with a cover forming the ~~(7)~~ designed as an advertising or projection surface.

7. (Currently Amended) The advertising carrier according to claim 6, wherein one of claims 1 to 6, characterised in that the supporting structure is formed from a plurality of the at least one ~~several~~ structural elements (1) connected to each other on a the longitudinal side.

8. (Currently Amended) The advertising carrier according to claim 1, wherein the advertising carrier one of claims 1 to 7, characterised in that it is anchored laterally with at least three tension ropes (6).

9. (Currently Amended) The advertising carrier according to claim 1, wherein the one of claims 1 to 8, characterised in that at least one structural element (1) is positively connected to a base plate (5).

10. (Currently Amended) The advertising carrier according to claim 1, further comprises one of claims 1 to 9, characterised in that lighting means (19), wherein the lighting means is operable to

which illuminate the at least one structural element from inside and is (1) from the inside, are
incorporated inside the gas-tight elongated a hollow element (2).

11. (Currently Amended) The advertising carrier according to claim 10, wherein the one of
claims 1 to 10, characterised in that lighting means is (9) are provided behind at least one surface
(10) clamped by the at least one structural element (1).

12. (Currently Amended) The advertising carrier according to claim 1, wherein the advertising
carrier is one of claims 1 to 11, characterised in that it can be transported and erected on a mobile
base.

13. (Currently Amended) The advertising carrier according to claim 12, wherein characterised in
that means are (14) required for independent operation of the advertising carrier, the means being
are provided on the mobile base.

14. (Currently Amended) The advertising carrier according to claim 13, wherein characterised in
that the means comprises: (14) consist at least of

a device for generating compressed air; or

a device for erecting the advertising carrier; or

a device for generating electrical current; or

a projector for films and still images; or

a device for illumination; and or

a sound system.

15. (Currently Amended) The advertising carrier according to claim 14, wherein one of claims 1 to 14, characterised in that the device for erecting the advertising carrier comprises; consists of

at least one hinged joint (19) for tilting the ~~pressure-loaded~~ advertising carrier from a horizontal position to an upright position; and

of at least one actor for performing the ~~this~~ tilting movement.

16. (Currently Amended) The advertising carrier according to claim 15, wherein characterised in that means are provided for automatically performing tilting movements during the operation of the advertising carrier.

17. (Currently Amended) The advertising carrier according to claim 1, wherein the at least one claims 1 to 16, characterised in that several structural element and a elements (1), together with the cover forms (7), form a shape that identifies a the project to be advertised.

18. (Currently Amended) The advertising carrier according to claim 1, wherein one of claims 1 to 17, characterised in that at least one edge element (17) is secured on an ~~the~~ outside to the at least one structural element (1), whereby the advertising carrier, with a cover (7) pulled over it, has at least a partially angular shaped appearance.

19. (Currently Amended) The advertising carrier according to claim 18, wherein the characterised in that at least one edge element comprises (17) ~~consists of~~ a hollow element of a flexible material, wherein the hollow element is adapted to ~~that can~~ be loaded with compressed air.

20. (Currently Amended) The advertising carrier according to claim ~~18 or~~ 19, wherein characterised in that the at least one of the edge element comprises ~~elements~~ (17) has an edge profile of soft plastic.

21. (Currently Amended) The advertising carrier according to claim 18, ~~wherein characterised in that the at least one edge element is elements (17) are~~ formed by a bar scaffold (18), wherein the bar scaffold (18) surrounds the at least one structural element and defines (1), thereby defining, together with a cover (7), an angular outer shape of the advertising carrier together with the cover.

22. (Currently Amended) The advertising carrier according to claim 21, wherein the cover characterised in that covers (7) provided with advertising messages is operable to (8) can be pulled onto the ~~erected bar scaffold (18) and can then be let down again.~~

23. (Currently Amended) The advertising carrier according to claim 1, wherein one of claims 1 to 22, characterised in that the advertising carrier comprises a ~~has an essentially~~ freely designable shape.

24. (Currently Amended) The advertising carrier according to claim 1, wherein one of claims 1 to 23, characterised in that means are provided for changing advertising messages (8) and showing displaying the advertising messages them one after the other when the advertising carrier is erected.